



**W*i*W**

**WOMEN IN WORK**

Our mission is to create a future where businesses embrace gender equity as both a moral imperative and a competitive advantage.

We advocate for workplace policies that recognise the unique health journeys and life stages of women and cultures that “walk the talk”: on supporting, advancing and retaining high-value talent.

Creating a female-shaped space in the workplace is not only morally correct but also a proven catalyst for increased productivity and profitability.

Join us in championing a more inclusive, supportive, and prosperous future for every business.

# Creating more equitable workforces to drive business growth

The global event series designed for all senior leaders in the business of talent.

SEPTEMBER 26.09.2024

KINGS PLACE | KINGS CROSS | LONDON

**WiW**  
WOMEN IN WORK  
SUMMIT 2023

EMPOWERED BY:  MAVEN





ATTRACT

SUPPORT

ADVANCE

RETAIN

We need to leverage inclusivity to drive competitive advantage.

The evidence is clear: gender equity at work is not just good for women; it's good for business. It's also good for society and culture at large.

Retaining high-performing talent is now a business imperative AND a competitive advantage. Businesses must do better to retain and advance 50% of the population.

WiW gathers divergent perspectives, case studies and cross-industry thinkers to constructively explore how businesses can attract and retain female employees.



# Women in Work Summit 2023

**4000** total attendance

**25** partners & sponsors

**27** incredible speakers

**CPD** accredited talks

**357** minutes of inspiring content

**1** incredible day





“

As someone who speaks at 3 or 4 conferences a week, I can confirm it was really special & much appreciated.

# 2023 Delegates

**96%**

rated the Women in Work Summit 2023 good-excellent

**83%**

are very likely or extremely likely to attend next year

**83%**

feel empowered to make change after attending







For good reasons

66%

attend to be inspired

55%

attend to learn

41%

attend to network

41%

attend for actionable takeaways

# Who joined us in 2023





“

I can't remember feeling as inspired and motivated by a day's event in a very long time - it challenged my thinking and some beliefs.

# Our charity partner

We are delighted to be once again partnering with Wellbeing of Women, the women's health charity saving and changing the lives of women, girls and babies.

Wellbeing of Women believes that women's lives should not be limited by their gynaecological and reproductive health. Their mission is to improve health and wellbeing through research, education and advocacy.

Wellbeing of Women wants a future where every single woman has access to high-quality and accurate healthcare and information.

Women's health remains chronically underfunded and neglected, with issues like heavy menstrual bleeding, period pain, endometriosis, infertility, miscarriage and menopause having a devastating physical and emotional impact on millions of people.

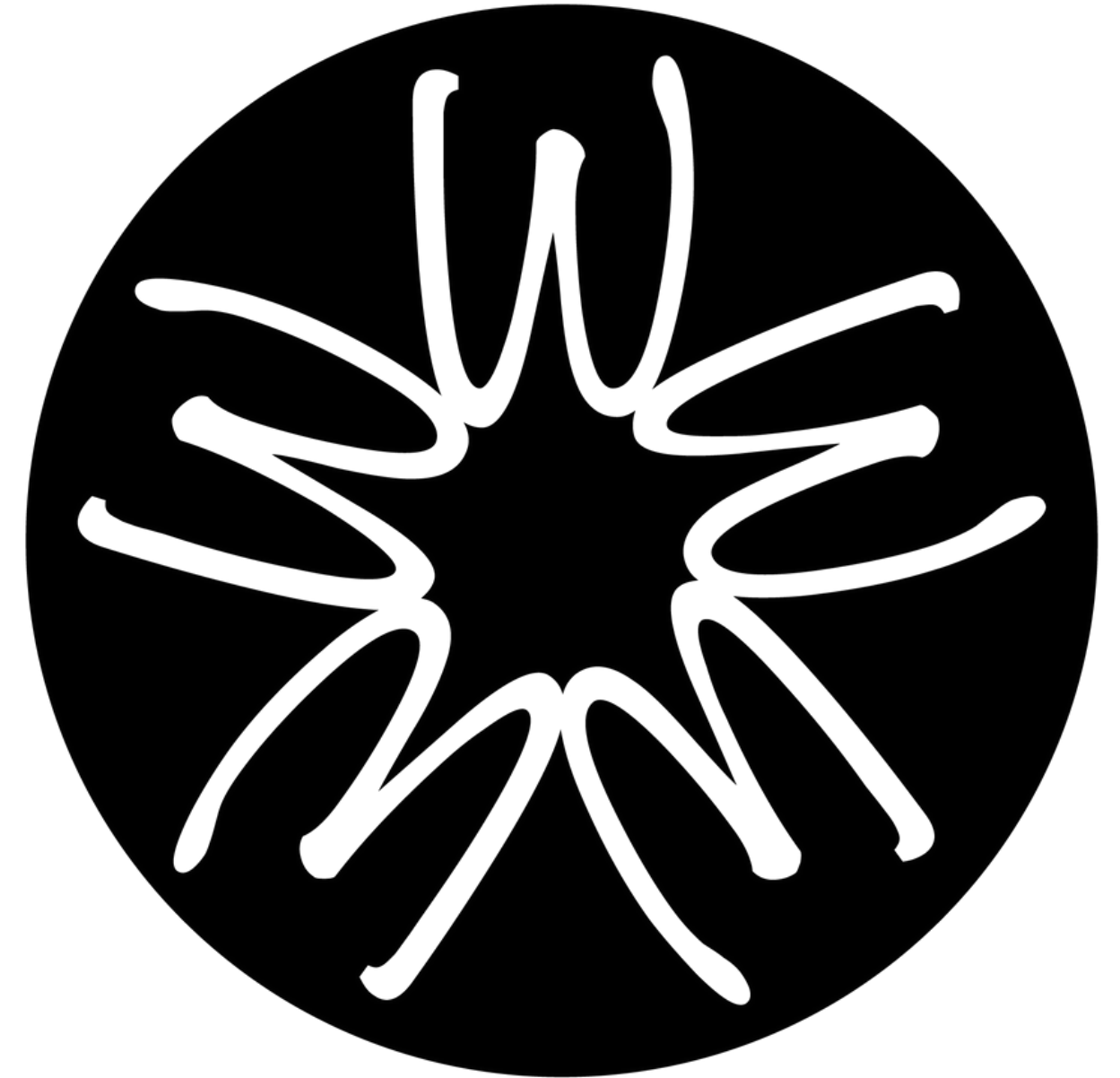
By supporting them with the WIW Summit, we can help them work to transform the health and wellbeing of women, girls and babies.

We couldn't think of a better partner to work with and raise money for. Five per cent of the WIW Summit turnover will be given directly to Wellbeing of Women, so by joining us as an attendee, sponsor or partner, you are helping women, girls and babies get access to better health.

**"When we get it right for women, everybody benefits."** Professor Dame Lesley Regan

**"We are delighted to be the charity partner of the first WiW Summit. Women make a huge contribution to our economy, workforce and society. It is vital women's health is prioritised and supported throughout the life course. By partnering with the WiW Summit, we will raise awareness of women's health in the workplace, and the positive influence employers can have when truly supporting their staff."**

Janet Lindsay, CEO, Wellbeing of Women



# WELLBEING OF WOMEN



50%  
C-Suite & Senior Leadership



10%  
Leaders with an interest in equity



25%  
HR, Talent and People roles



15%  
Women in the Workplace Specialists

WiW convenes the top leaders, changing the landscape for women in the workplace. With program-backed results, this event series intends to course-correct the support women receive at work. As well as the stellar speaker lineup, top Executives and Leaders will be hand-picked to join the discussion.



“

The quality of speakers was stellar, the conversation was enlightening and the vibe in the room was so positive.



PwC UK were proud sponsors of the event and I was thrilled to be included in a line-up of inspiring and influential speakers. At PwC we've made great progress, but, as a business leader, I know it's still not enough, especially against the backdrop of a compelling moral and economic case for gender parity.

We all as employers, and critical stakeholders and drivers of change, have the responsibility to do all we can to reduce the organisational inequalities that exist and which are further delaying progress.

Thank you to WiW for including me in this important conversation.

*Ian Elliott - Chief People Officer, PwC UK LLP*





Start with diversity – knowing who is represented in your workforce is important to knowing where you stand

From there you can build inclusion – the employee experience, making people feel included

Then go to equity – ensuring fair access and opportunity for all creating a level playing field

There is still a lot we need to do and things we get wrong and need to fix. We have made huge progress and I was delighted to share it honestly and openly with Women in Work Summit

*Alex Mahon, CEO, Channel 4*







A real pleasure to take part in the Women in Work Summit.

Mariella Frostrup has done the country a service starting a national conversation about how business can support women to stay in work through all life stages. The John Lewis Partnership is trying to play its part recognising we have more to do - flexible working; menopause friendly employer.

Progress is being made - more women have choice over their careers.

Let's celebrate that even as we aim to achieve more.

*Dame Sharon White*





It was a pleasure to be part of the Women in Work Summit, where I was joined by Dame Lesley Regan. We discussed the critical health stages that women experience - from menarche through to menopause - and the criticality of workplace support to enable retention and advancement of female talent.

The WiW summit was a great opportunity for inspiring thought-provoking debate and addressing key issues. Together we must all continue the conversation and drive progress for women in the workplace

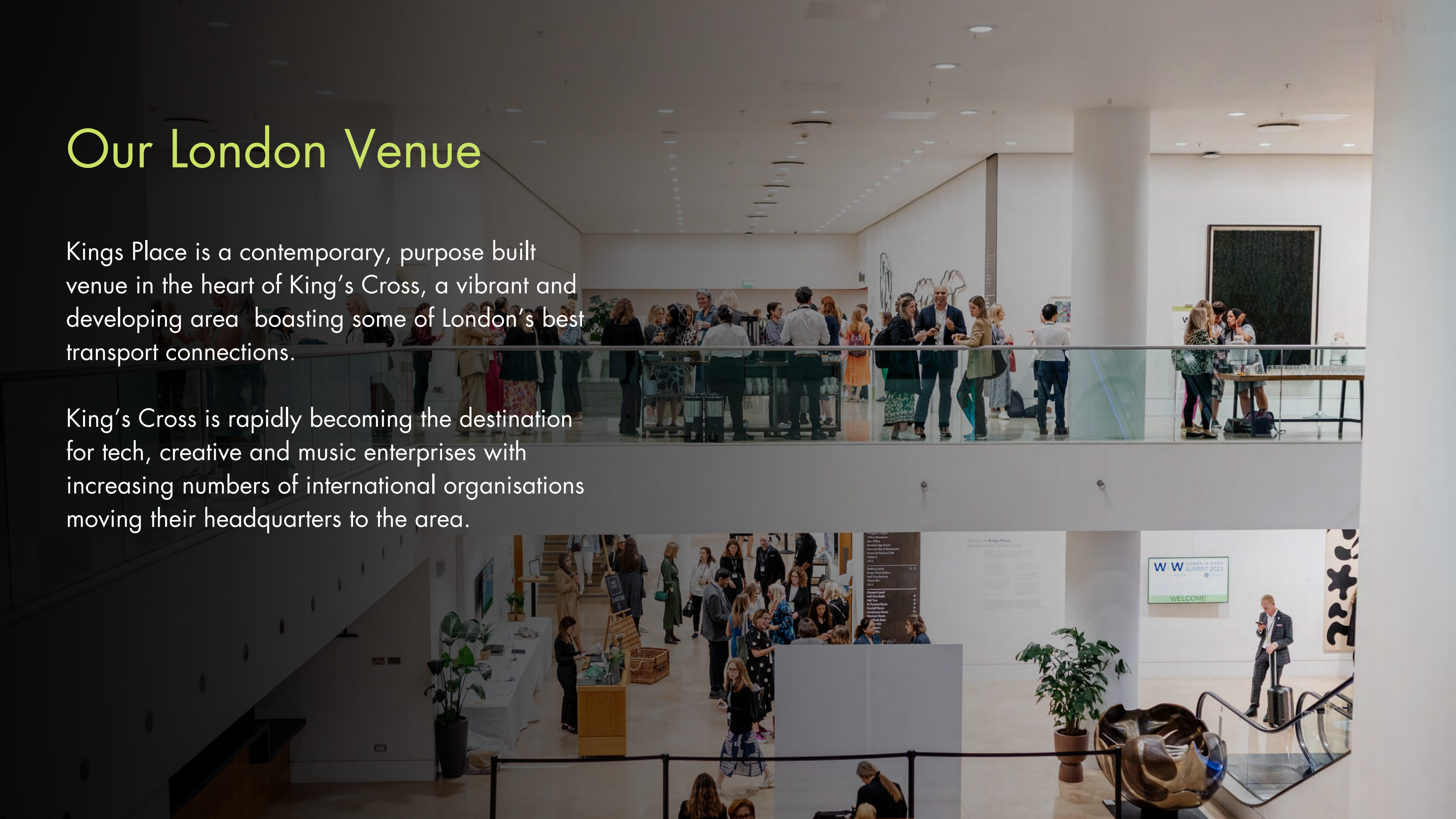
*Marissa Thomas - Managing Partner & COO, PwC UK LLP*



# Our London Venue

Kings Place is a contemporary, purpose built venue in the heart of King's Cross, a vibrant and developing area boasting some of London's best transport connections.

King's Cross is rapidly becoming the destination for tech, creative and music enterprises with increasing numbers of international organisations moving their headquarters to the area.



# Marketing Reach 2023

**2.5K** followers  
on LinkedIn

**4K** email database

**1.5K** LinkedIn  
newsletter  
subscribers

**25%** average email  
open rate

**350K** reach on LinkedIn  
ads

**14K** website visits



## Women in Work Round Table Davos 2024



The Women in Work & CNBC Co hosted Breakfast Round Table in Davos 2024, which was a fabulous convergence of minds and strategies to foster empowerment and equity.

The Event was a dynamic exchange of ideas and a collective commitment to driving tangible progress in various spheres.



There will be many more partnership opportunities as WiW continues its programme of events in 2024.

# Why partner with WiW

## **Demonstrate your values**

The Women in Work Summit offers a unique platform for businesses to demonstrate their commitment to gender equity, aligning with the growing importance of these values in today's corporate landscape.

## **Brand Visibility and Recognition**

Our partners gain heightened visibility and brand recognition, reaching a targeted audience interested in women's health, gender equality, and workplace equity and inclusivity.

## **Thought Leadership Positioning**

By supporting the Women in Work Summit, businesses can establish themselves as thought leaders in the conversation around gender equity, showcasing their commitment to fostering positive change. Good for women = Good for business.

## **Networking Opportunities**

Partnering with WiW allows for unique networking opportunities to connect with influential leaders, professionals, and decision-makers.

## **Employee Engagement and Talent Attraction**

Being part of the WiW movement will also positively impact employee morale and engagement and act as a powerful recruitment tool, attracting top talent who value an inclusive and supportive work environment.

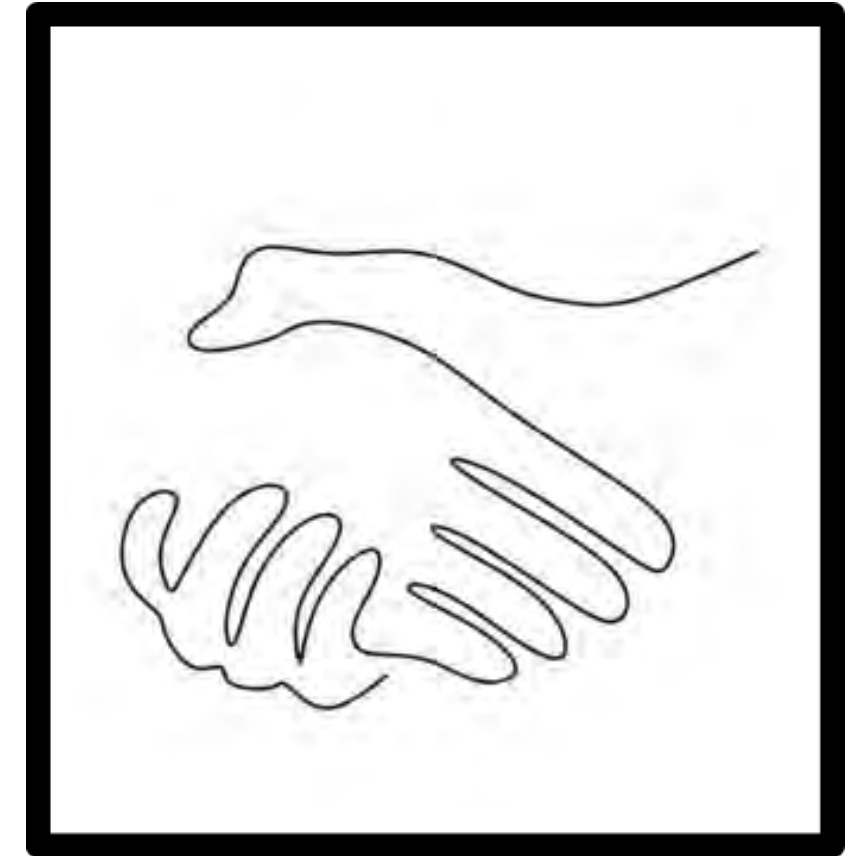


# Partnership opportunities

## Headline Partner – £75,000

Headline partner is our highest level of corporate sponsorship and provides a vehicle to promote your dedication to supporting and furthering women in the workplace.

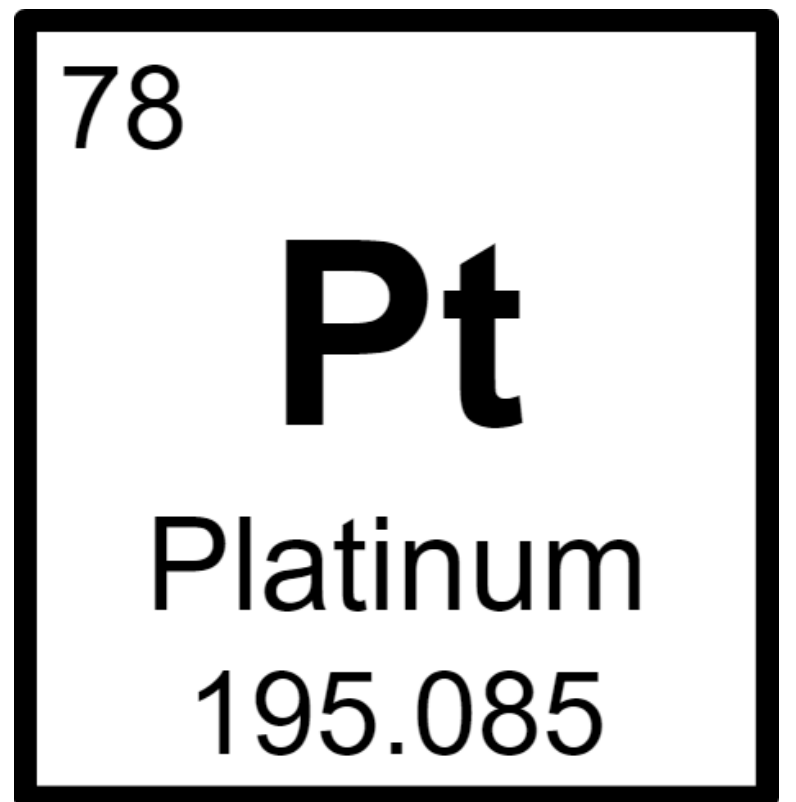
- Headline partner brand prominence
- WiW - brought to you by/empowered by
- Breakfast or Lunch Sponsor
- High profile Branded Display within the WiW reception area
- 15 Full Summit Attendee Passes for your Company
- 25% discount off face value at time of purchase for additional passes
- High-profile inclusion in Pre-Summit Marketing
- High-profile inclusion in On-site Summit Sponsor Branding
- 60 Second Video Advertisement
- Pre-Summit Prospect / Client Marketing
- Post-Summit exclusive email
- Inclusion in Post-Summit outreach materials
- Dedicated online talk to sit on our Summit hub
- Partner with us on one white paper
- Opportunity to host a pre-Summit networking event
- Inclusion in Exclusive Podium Branding
- Editorial speaker opportunity



# Partnership opportunities

## Platinum Partner – £45,000

- Breakfast or Lunch Sponsor
- Branded Display within the WiW reception area
- 10 Full Summit Attendee Passes
- 20% discount off face value at time of purchase for additional passes
- Inclusion in Pre-Summit Marketing
- Inclusion in onsite Summit sponsor branding
- 40 Second Video Advertisement
- Pre-Summit Prospect / Client Marketing
- Post-Summit Exclusive Email
- Inclusion in Post-Summit outreach materials
- Dedicated online talk to sit on our Summit hub
- Partner with us on one white paper
- Opportunity to host a pre-Summit networking event

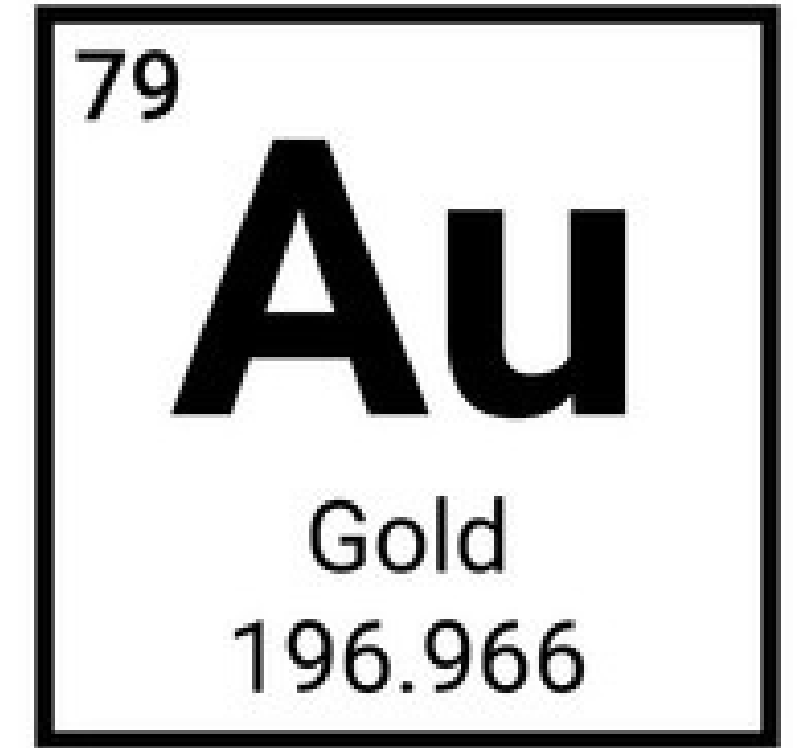




# Partnership opportunities

## Gold Partner – £25,000

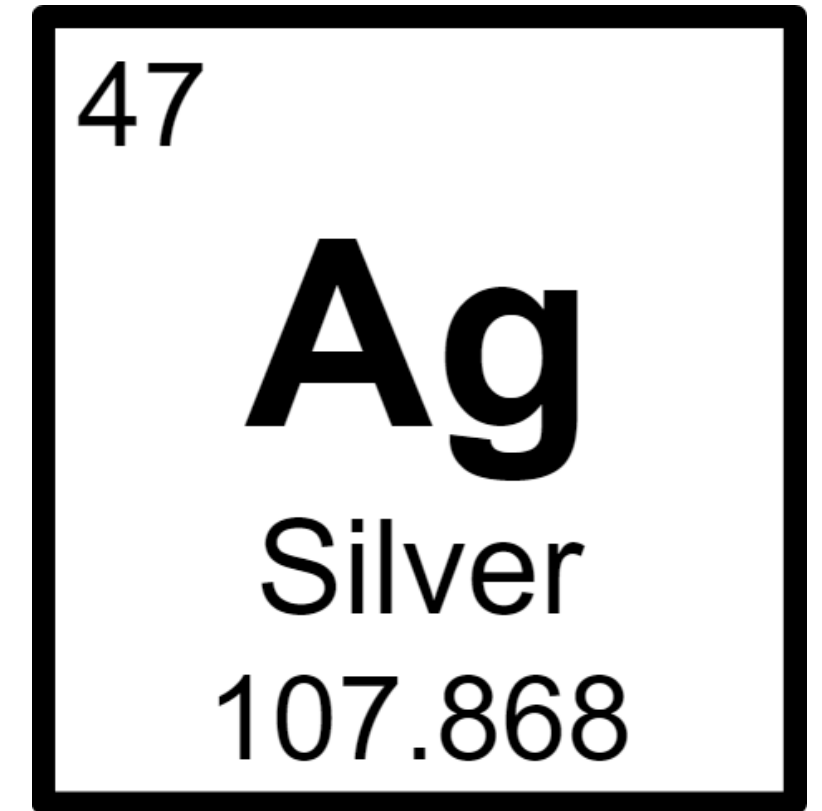
- Branded Display within the WiW reception area
- 5 Full Summit Attendee Passes
- 20% discount off face value at time of purchase for additional passes
- Inclusion in Pre-Summit Marketing
- Inclusion in On-site Summit Sponsor Branding
- Pre-Summit Prospect/Client Marketing
- Inclusion in Post-Summit outreach materials
- Dedicated online talk to sit on our Summit hub
- Partner with us on one white paper
- Opportunity to host a pre-Summit networking event



# Partnership opportunities

## Silver Partner – £15,000

- Branded Display within the WiW reception area
- 2 Full Summit Attendee Passes
- 20% discount off face value at time of purchase for additional passes
- Dedicated online talk to sit on our Summit hub
- Inclusion in Pre-Summit Marketing
- Inclusion in On-site Summit Sponsor Branding



# Partnership opportunities

## Bronze Sponsor – £5,000

- Branded Display within the WiW reception area
- 2 Full Summit access passes
- Inclusion in Pre-Summit Marketing
- Inclusion in onsite Summit sponsor branding



# Other partnership opportunities

## Bespoke Opportunities - POI

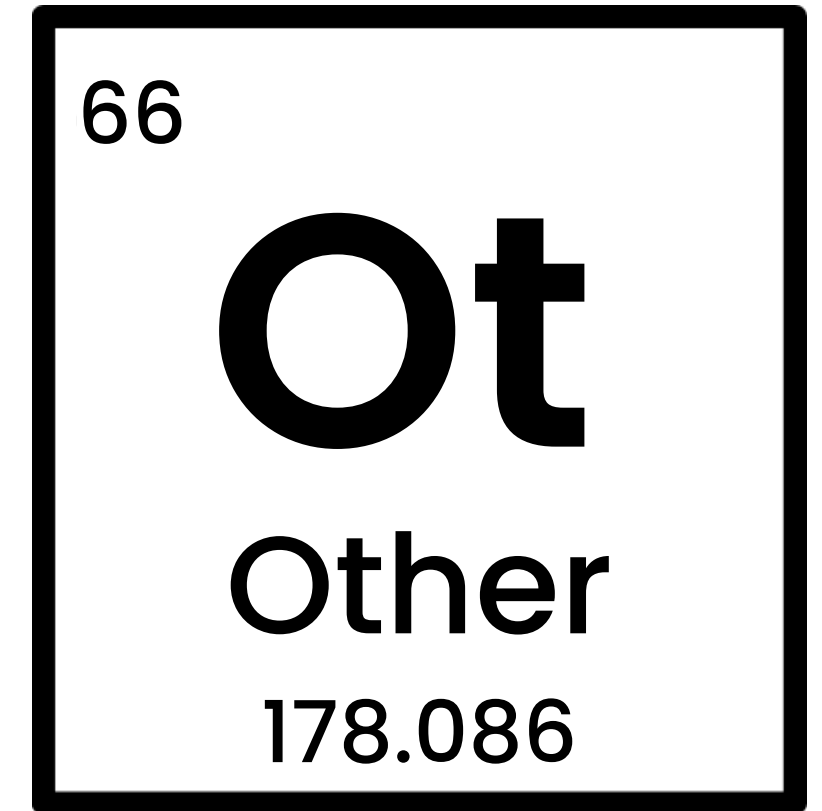
. We love creating and working with partners for activations pre-, during or around our Summits/ digital series; please get in touch to chat more.

## Hospitality Sponsor- POI

- Sponsor breakfast / Coffe Cart/ lunch or wrap drinks

## Green Room Sponsor - POI

- Our green room will be a haven for our speakers to relax and meet up before and after their time on stage. Work with us to create a relaxing and uplifting atmosphere in the room.



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IN ASSOCIATION WITH:  **WELL BEING**



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